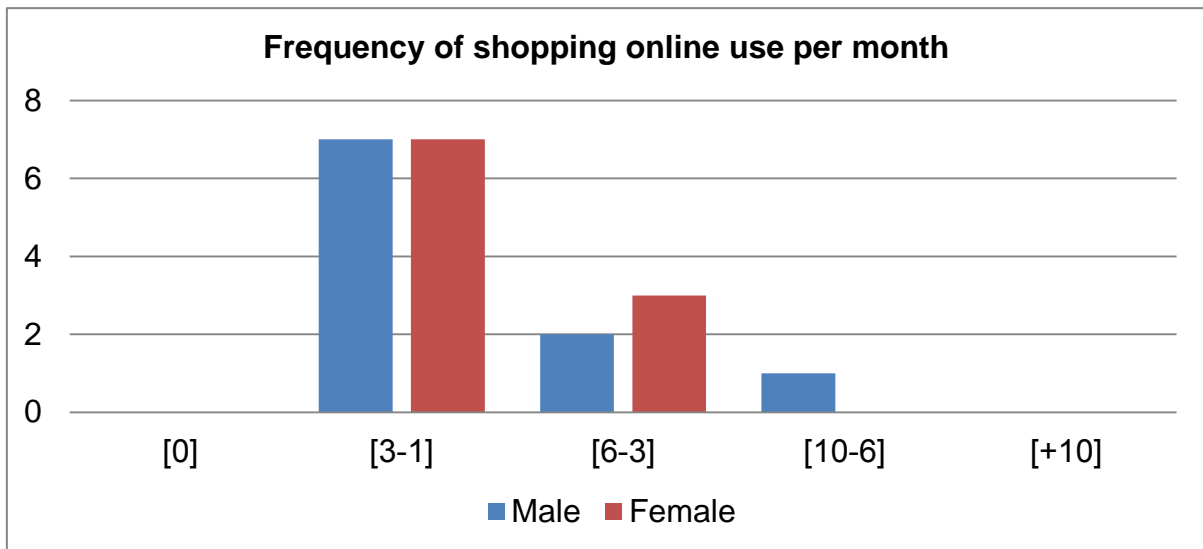
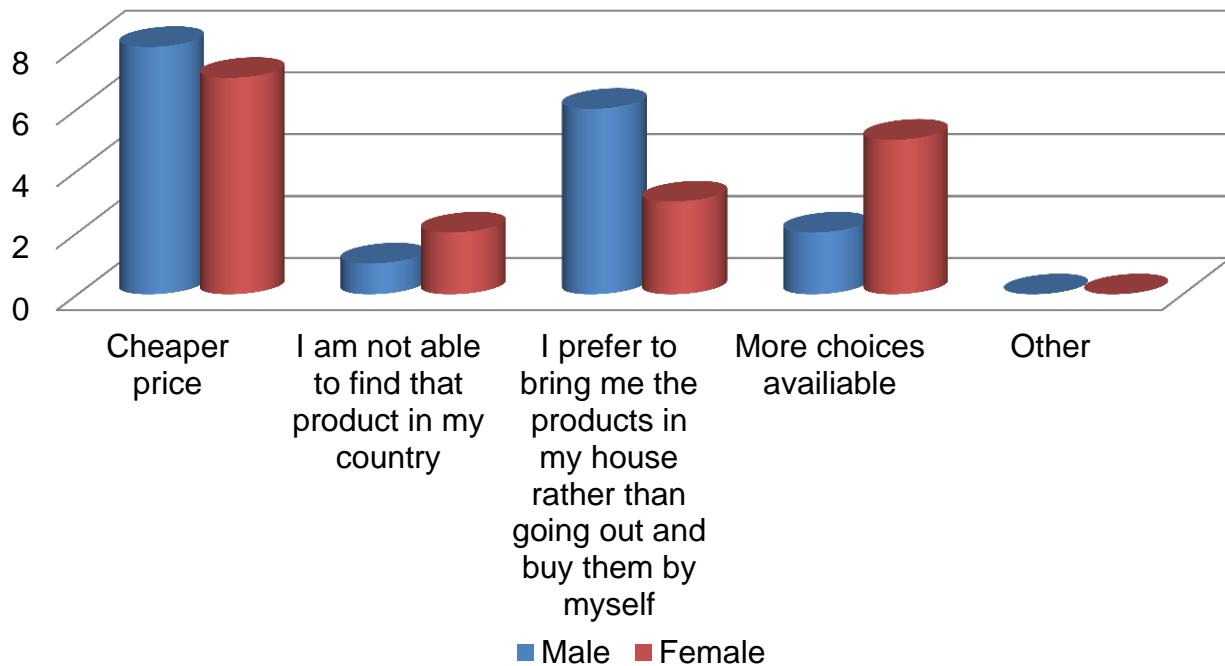


DATA ANALYSIS

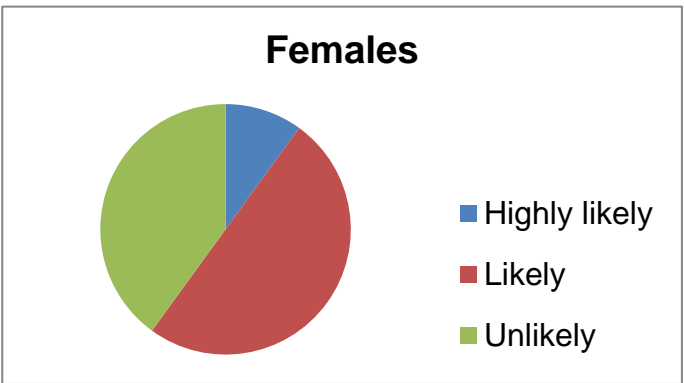
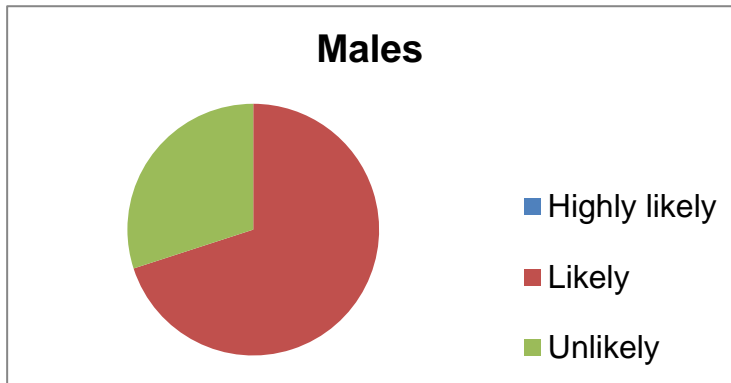


According to the diagram, that shows the frequency of shopping online per month, there is an intense concentration of the population around the [1-3] comparing to the other answers. People do not shop online more than ten times per month, especially women.

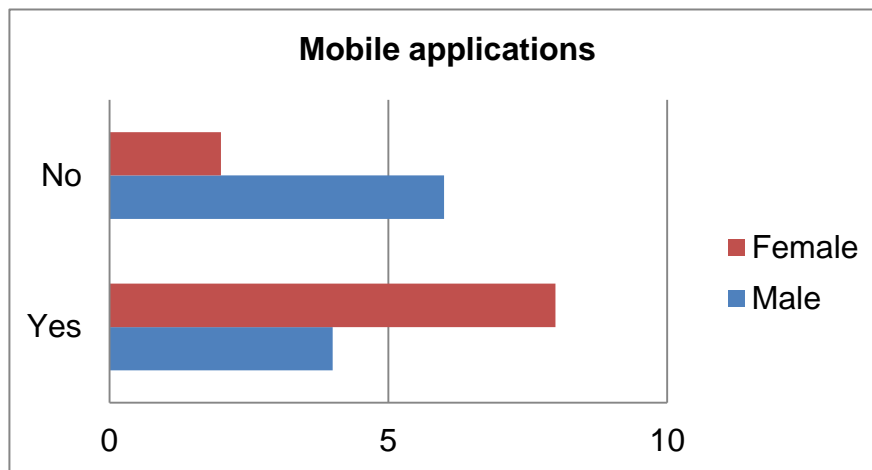
Reasons which lead to shop online



The diagram shows the reasons which force people to buy online. Most of the respondents support that the main reason for shopping online is the low prices. An intense difference is noticed regarding the amount of people who shop online for bringing the products in their house and the people who claim that there are more choices available online. Men prefer their comfort while women prefer the variety respectively.

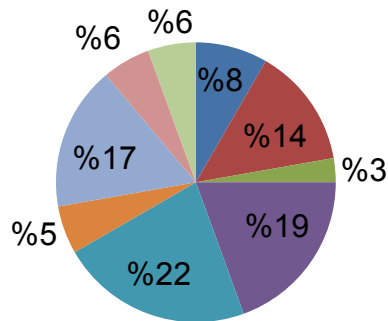
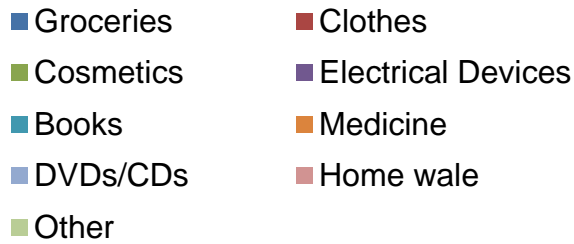


The pie charts show the reactions of people regarding on if there was a shopping area near their apartment, if they would still buy online. Concerning men, less than the 75% are likely continue shopping online even if they were able to find everything near their apartments while the 50% is the respectively rate for women. Furthermore, the 5% of women, highly likely will shop online. A little bit more women will not shop online comparing to men.

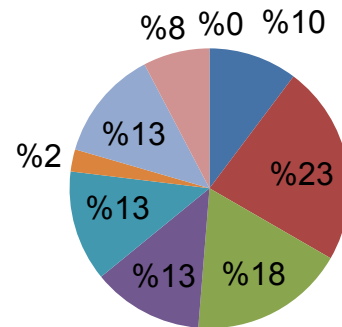
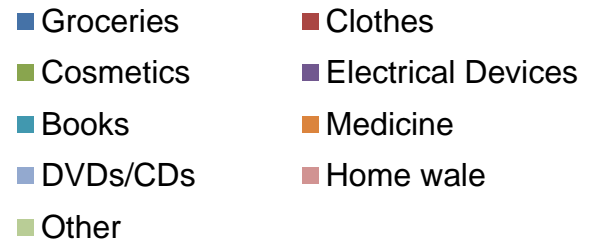


The bar chart displays that, double rate of women tend to use mobile application for online shopping than men, while women who do not use mobile applications are the 1/3 of men's rate.

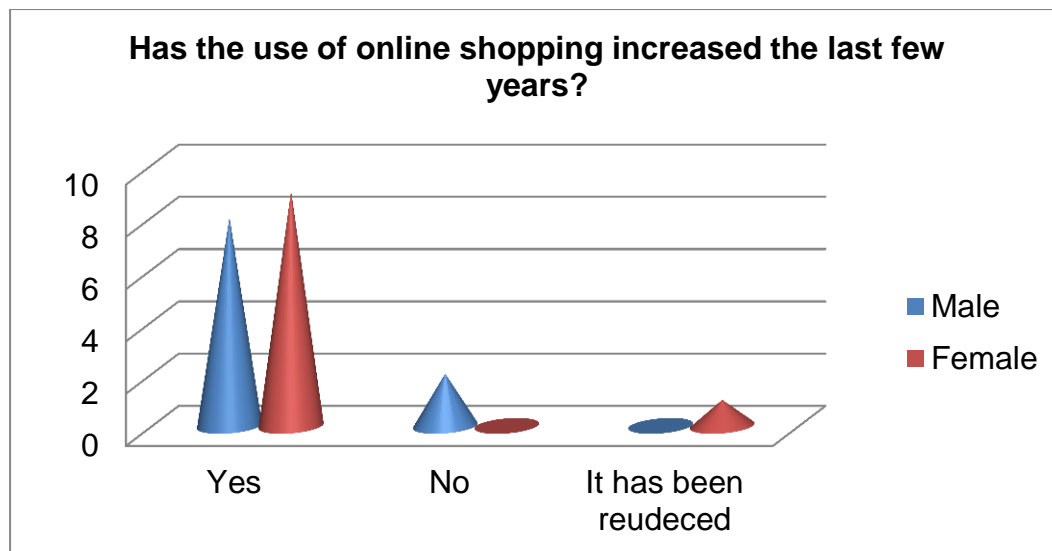
Male



Female



The respondents indicate that there are slight differences between women and men in regard to the products they buy. However, women's answers of clothes account for a quarter of a whole, in contrast 14% of men chose it. On the other hand, the most chosen product by men is the electrical device. Overall, it would appear that both males and females like to buy various products, not only one category.



The illustration shows how the use of online shopping passing through time. It is obvious that both genders have increased the use of online shopping while only one female have reduced it.



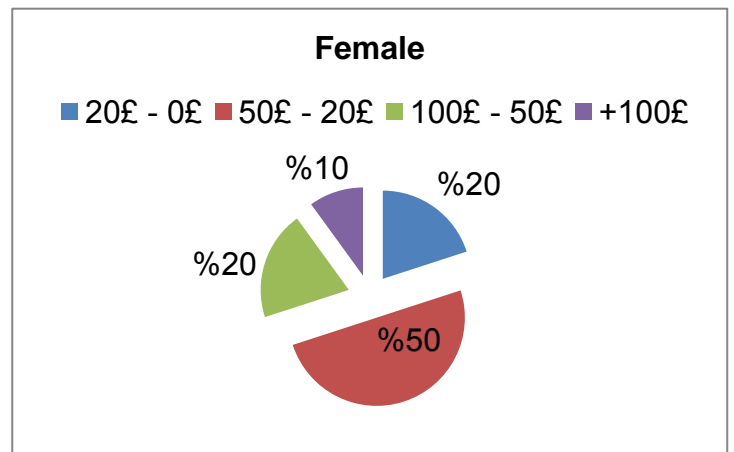
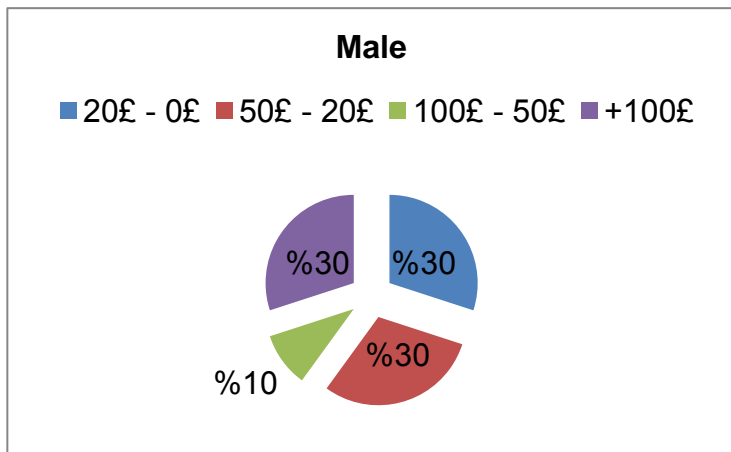
The graph compares the preferred methods between men and women that make shopping enjoyable to them. Surprisingly, 6 men enjoy shopping online comparing to 2 women. Whereas 2 men enjoy shopping with family while there is a double rate for women. Similarly, both genders share the same preferences when it is about shopping with friends.



On the other hand, the two groups represent different preferences as a second choice. Non of the male group enjoy shopping online as a second choice while 4 females enjoy it. Furthermore, shopping with family was chosen by 3 males and 4 women. Shopping with friends had a greater audience where 7 males enjoy it comparing to 4 female.

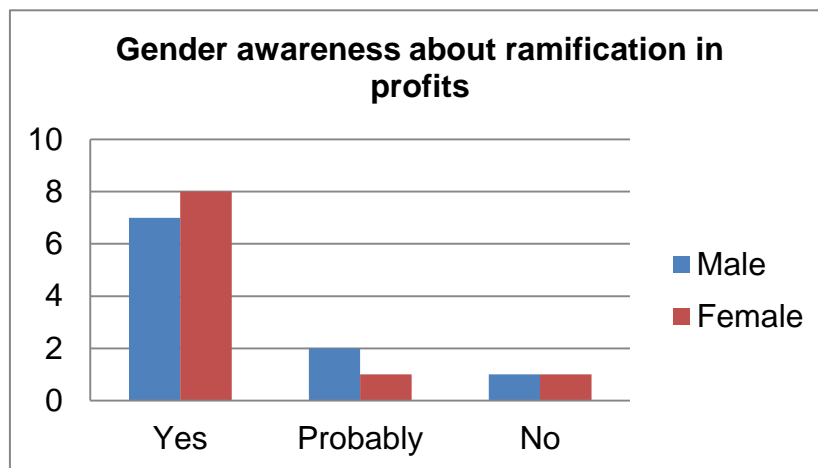


The third enjoyable preference represents approximate results. As shopping online had 4 respondents from both genders. Where 5 males choose shopping with friends in along with 4 females. At last, shopping with friends were chosen as a third choice by one male and two females.



The pie charts show the amount of money that the genders spend shopping online.

The amount of money that men spend, ranges from £0 to £100+ (divided in 30% rates respectively, apart from a 10% that spends £50 to £100) while most of the women spend less than £50.



The bar chart attempts to approach the public awareness regarding the economic ramification of online shopping to shop profits. In particular, both genders, in a significant rate have the same opinion. They both believe that it will cause a reduction to the profits. However, 5 of the responders do not believe that it might have a negative ramification in the profits.

Question 10: In your opinion, how will online shopping be in future?

According to the respondents, 19 of them among 20, assumed that online shopping would be more popular in future. For instance, a male said, "The majority of people will shop online. It is easier and fits in better with lifestyle if you work or are busy." A female mentioned, "More high street shops will close and everything will be online". On the other hand, only one male answered that people would be able to find "cheaper" products via online shopping.